Broadcasting Sep30

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60th Year 1991

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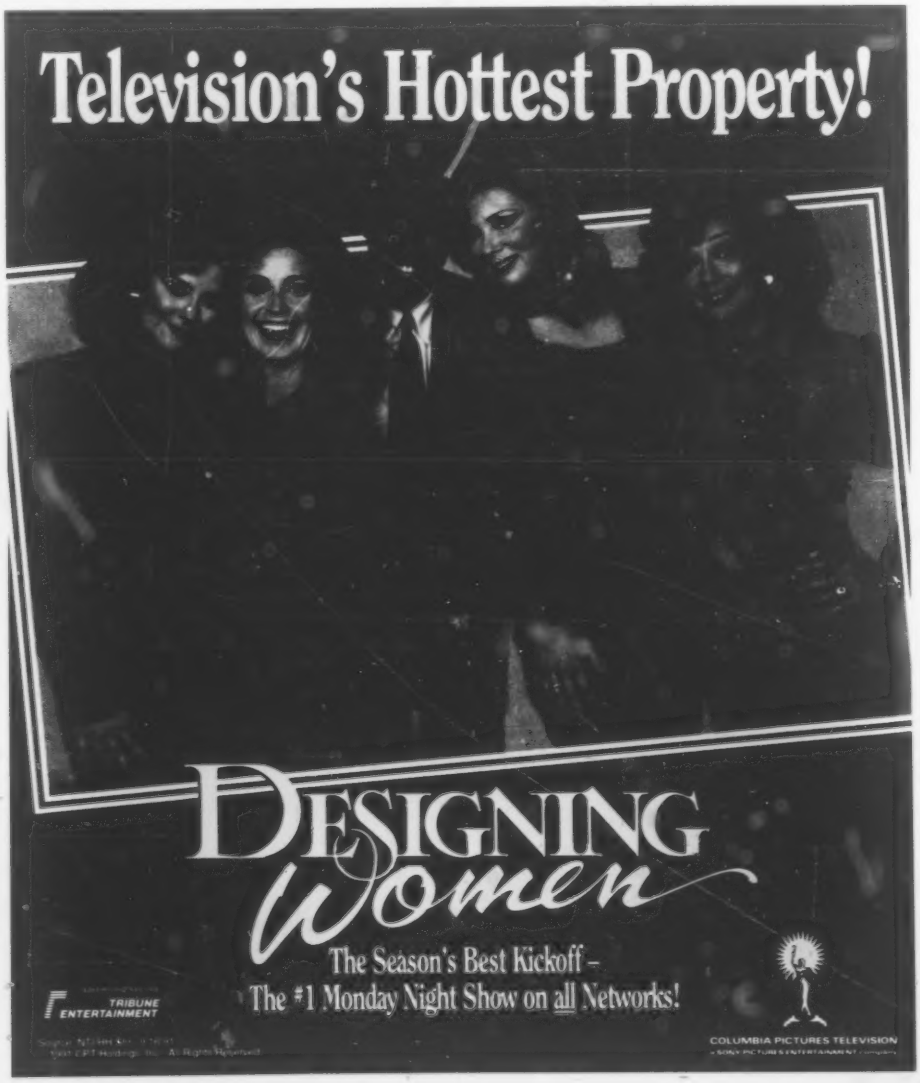

Broadcasting 1931 1991

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IS THE BOOM BACK IN CABLE?

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THIS WEEK

23 / GOOD DAY FOR CABLE

Cable's financial fortunes, as reflected in the markets, turned up dramatically last week, but no one is really sure why. A couple of good cable deals may have inspired the mood shift, and favorable Washington developments—a drop in the discount rate, murmurings of relief in HLT restrictions and reduced odds, according to some handicappers, for passage of cable regulation—probably didn't hurt.

24 / WEEK TWO, SO FAR: CBS STILL FIRST

Having won the first week of the new season by more than two points, CBS looks well positioned to take the second, and its Monday night line up has the potential to overtake NBC's Thursday as the week's strongest night. The overall result of Week One was an unfavorable portent for the networks: on a combined basis, the big three were down more than two points over last year. On the syndication front *Married...with Children* remained strong, and *Full House* and *A Different World* parlayed their prior network exposures into solid positions.

Prior network exposure for 'Full House' boosts its strength in syndication (page 24).

25 / CREATIVE DEALS FOR SITCOM PACKAGES

A flood of shows entering the market, and tough times for TV, have induced syndicators of off-network sitcoms to offer better deals and to shop the cable marketplace. WTBS is said to be a potential buyer of *Empty Nest* in the latter half of the show's first cycle, but observers disagree on whether that competition will enhance or hurt the show's appeal among stations. In the meantime, falling prices for shows like *Family Matters* suggest the syndicators may have misjudged the market.

26 / BIG STEP FOR SKYPIX

SkyPix moved closer to creating an 80-channel satellite-delivered "in-home video store" by contracting with Mitsubishi International Corp. for financing the manufacture of consumer digital receiver-decompressors. SkyPix hopes the promise of 200 pay-per-view movies a day will draw video renters and premium subscribers to the service, which a SkyPix executive says "is within 95% of full implementation."

27 / TOUGH TIMES, BIG CROWD AT RTNDA

Record attendance at the RTNDA convention may have belied the dour recessionary mood among the attendees—even show organizers were surprised by the turnout. The talk of the show was planned overnight anchored news services: ABC plans to launch a service by early next year and *NBC Nightside* debuts Nov. 4; CBS's plans were unclear. At the meeting, ABC, CBS, NBC and CNN unveiled a presidential debate plan, calling for four 90-minute match-ups to appear commercial-free on each network. Presidential campaign coverage was also the topic of Bernard Shaw's keynote address: the CNN anchor lambasted TV news for its soft coverage of election events.

29 / RX FOR SICK AM: WIDE OPEN SPACES

The FCC has moved to inject new life into what Chairman Alfred Sikes called "a very, very sick radio service" by adopting a multifaceted interference-reduction plan for AM. Its core element is an expanded band, with the new area governed by strict interference standards and reserved for incumbent stations willing to make the move. The anticipated shift of perhaps hundreds of stations into the new band will relieve congestion and interference across the dial, thereby helping to bridge the fidelity gap between AM and FM.

31 / ABC IS EARLY WINNER WITH KIDS

In the contest for superhero of Saturday morning ratings, ABC won the first two weeks, including the first four-network match-up of the season Sept. 14. CBS, a close runner-up in both overall viewers and in the crucial 2-11 demographic, grants that ABC is the more "kid-friendly" of the two, but wagers that a trend will not develop for several more weeks. HUT levels for the four networks combined were down 7% over last year; only Fox showed an increase (2%).

32 / SYNDICATION: ALL TALK, NO GAMES

In spite of lackluster yields for the new-season crop of talk shows, syndicators can't get their fill. Slated to enter the already crowded field are shows hosted by Whoopi Goldberg (for which Genesis Entertainment reportedly paid $4 million), Vicki Lawrence, Dennis Miller and Kitty Kelley. The current dominance of the genre is attributed to two factors: production costs are lower than for game shows (although at $175,000 to $200,000 a week for a talk show the difference is diminishing), and syndicators are able to lock in 26-, 39- or 52-week commitments for the so-called "slow-pattern growth vehicles."

36 / NEW 'WORLD' OF LEARNING

Discovery Networks unveils its recently purchased, newly revamped and newly sloganed (''The World of Ideas'') Learning Channel on Tuesday, Oct. 1. Discovery describes TLC's mission as providing continuing education to people who want to learn more about the world. Programing will be split into three dayparts: the commercial-free morning series ''Classroom America'' can be used by teachers; the lunchtime ''Pursuits'' is dedicated to career advice, exercise, cooking and other hobbies and ''Renaissance People'' in the evening consists of dramatic productions and documentaries.

37 / NEWS HOLE GETS BIGGER

''We'll slice up news and information in the '90s the way entertainment was sliced up in the '80s,'' said a Time Warner Enterprises executive of cable's ultra-targeted moves into local news coverage. As local broadcasters go national and international, and network news goes regional and local (as evidenced by NBC's recent foray to Phoenix), cable is putting its narrowcasting strengths to use in a number of metropolitan areas. Participants in a National Academy of Cable Programing panel disagreed over whether the new services would attract new viewers or divide up the current ones, or how financially viable they'll turn out to be.

40 / LMA'S: NEW WAY OF LIFE

In an effort to forestall bankruptcy or worse, more and more radio stations

Soon-to-be talk show host Whoopi Goldberg and Genesis Entertainment CEO Gary Gannaway announce plans for the syndicated 'Whoopi Goldberg Show,' one of many new talk shows planned for 1992-93 (page 32).

are going the way of the local marketing agreement—sharing programing and/or commercial time sales functions with another station. Because of current economic conditions hurting radio, the FCC has no immediate plans to interfere with the formation of any LMA's, but it warns stations not to use the option to circumvent antitrust laws.

46 / TVANSWER LAYS GROUNDWORK FOR INTERACTIVE SERVICE

TVAnswer, by signing a deal with Hughes Network Systems for the provision of VSAT satellite earthstations, has taken the first steps toward building a national interactive service for consumers. The initial phase of the agreement includes construction of a network control center in Reston, Va., and provision of at least 1,000 very small aperture terminals in the first year. TVAnswer plans to use the VSAT facilities as hubs to deliver and receive low-power radio waves carrying automatic-teller, bill-paying, home-shopping, TV-listing and other services.

48 / RETRANS CONSENT BILL IN HOUSE

Representatives Dennis Eckert (D-Ohio) and Jack Fields (R-Texas) introduced a retransmission consent bill last week in the House that stands alone from the House cable bill. Proponents hope that excising the proposal from the bigger reregulation package will make the bill more palatable to Republicans. H.R. 3380—the Fair Competition in Broadcasting Act—is almost identical to the retransmission consent/must-carry proposal expected to soon pass the Senate as part of its cable bill.

50 / BROADCAST REPS MOVE TO CABLE

Rep firm Katz Communications, facing the slowdown in national spot advertising, has signed on with Allbritton Communications' new Washington-area cable news channel in what it hopes is the beginning of a big cable friendship. Katz is looking to sign on with Hearst Corp.'s New England Cable News and Time Warner's planned New York City service.

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RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
Monday Sep 16	ABC 13.5/21			66. MacGyver [8.6/14] 7.9/13	9.4/15	19. NFL Monday Night Football—Kansas City vs. Houston [15.8/26] 14.5/22	16.2/24	16.6/26	16.3/26
	CBS 21.4/34			10. Evening Shade [17.5/29]	4. Major Dad [19.2/30]	1. Murphy Brown* [23.8/35] 23.8/35	23.9/35	2. Designing Women* [21.9/36] 22.3/35	21.6/36
	NBC 11.3/18			40. Fresh Prince* [12.7/21]	52. Blossom* [11.3/18]	56. NBC Monday Night Movies—Living A Lie [11.0/17] 11.2/17	10.7/16	11.1/17	10.9/18
	FOX 4.2/6			85. Fox Night at the Movies—Bad Attitudes [4.2/6] 3.9/6	4.1/6	4.5/7	4.3/6		
Tuesday Sep 17	ABC 15.9/25			11. Full House* [17.0/28]	9.Home Improvement* [17.6/27]	5. Roseanne* [19.1/29]	28. Sibs Special [14.5/22]	34. 20/20 Special Edition [13.6/23] 13.9/23	13.3/23
	CBS 14.4/23			37. Rescue: 911* [13.1/22] 13.1/22	13.3/23	27. CBS Tuesday Night Movie—Coming to America [14.6/23] 13.1/20	15.1/23	16.7/27	16.0/28
	NBC 15.3/24			11. Michael Landon Tribute [9.4/16] 14.2/23	17.6/27	17.8/27	18.4/28	48. Law and Order* [11.8/20] 12.2/20	11.3/20
Wednesday Sep 18	ABC 10.5/18			44. Dinosaurs* [12.1/21]	42. Growing Pains [12.6/21]	63. ABC Movie Special—Stop At Nothing [9.5/16] 9.2/15	9.1/15	9.6/16	9.9/18
	CBS 12.6/21			34. Royal Family* [13.6/23]	45. Teech* [12.0/20]	37. Jake and the Fatman* [13.1/21] 12.9/21	13.3/22	45. 48 Hours* [15.4/27] 12.3/21	11.7/22
	NBC 15.5/27			16. Unsolved Mysteries* [16.4/28] 15.1/26	17.7/29	11. Night Court* [17.0/28]	31. Seinfeld* [15.1/25]	63. Quantum Leap* [8.0/15] 14.4/25	13.9/26
Thursday Sep 19	ABC 7.7/13			71. ABC Movie Special—Jewel of the Nile [7.1/11] 6.5/11	7.0/11	7.4/12	7.3/11	64. Primetime Live* [8.9/16] 9.2/16	8.6/16
	CBS 11.6/19			53. Top Cops [11.2/18] 10.6/17	11.8/19	57. Trials of Rosie O'Neill [10.0/17] 10.2/16	11.5/18	39. Knots Landing [12.9/23] 12.6/21	13.3/25
	NBC 16.3/27			8. Cosby* [18.6/31]	7. A Different World* [18.9/30]	3. Cheers* [20.9/33]	21. Wings* [15.4/24]	40. Flesh N Blood* [12.7/22]	54. Dear John [11.1/21]
	FOX 12.1/19			33. Simpsons* [13.9/23]	59. Drexell's Class* [10.7/17]	47. Beverly Hills 90210 [11.9/19] 11.5/18	12.4/20		
Friday Sep 20	ABC 12.7/23			28.Family Matters* [14.5/28]	22. Step By Step* [15.3/28]	43. Perfect Strgs* [12.3/22]	54. Baby Talk* [11.1/20]	50. 20/20* [11.6/23] 11.8/21	11.3/21
	CBS 14.3/26			57. Brooklyn Bridge* [10.8/20] 10.7/20	10.8/20	17. CBS Friday Night Movie—Us [16.1/29] 14.9/27	16.1/29	16.7/30	16.8/32
	NBC 6.5/12			79. Real Life w/J. Pauley [6.1/12]	75. Expose [6.4/12]	70. Dear John* [7.2/13]	72. Flesh N Blood* [6.8/12]	79. Michael Jordan Special [6.1/11] 6.3/11	5.9/11
	FOX 5.1/9			84. America's Most Wtd* [5.9/11] 5.5/10	6.2/11	85. Ultimate Challenge [4.2/7] 4.2/8	4.2/7		
Saturday Sep 21	ABC 6.8/14			72. ABC College Football Special [6.8/14] 5.8/12	6.9/14	7.2/14	6.8/13	7.0/14	6.8/14
	CBS 9.1/17			67. CBS Saturday Movie—Luv & Curses...And All That Jazz [8.5/16] 7.9/16	8.7/16	8.4/15	9.1/17	61. P.S. I Luv U* [10.2/20] 9.9/19	10.5/21
	NBC 13.8/26			28. Golden Girls* [14.5/29]	32. Turkelsons* [14.0/26]	18. Empty Nest* [16.0/29]	23. Nurses [15.2/28]	51. Sisters* [18.4/38] 11.5/22	11.3/23
	FOX 6.3/12			77. Fox Night at the Movies—I'm Gonna Git You Sucka [6.3/12] 5.8/12	6.5/12	6.6/12	6.5/12		
Sunday Sep 22	ABC 10.2/17	65. Life Goes On* [8.8/16] 7.8/14	9.7/17	26. Am. Fun. H. Videos*[14.8/23]	24. Am. Funniest People*[15.1/23]	67. ABC Sunday Night Movie—Marilyn and Me [8.5/14] 8.6/13	8.7/14	8.6/14	8.0/14
	CBS 17.4/28	6. 60 Minutes* [19.1/34] 17.8/33	20.2/35	11. Murder, She Wrote* [17.0/26] 16.0/25	17.2/26	15. CBS Sunday Movie—Runaway Father [16.8/27] 15.6/24	17.0/26	17.3/28	17.8/31
	NBC 9.3/15	81. Adv/Mark Brian [6.0/11]	74. Eerie, IN* [6.7/12]	78. Man of the People [6.2/10]	69. Pacific Station [7.9/12]	48. NBC Sunday Night Movie—Guilty Until Proven Innocent [13.0/22] 10.6/16	11.4/18	12.6/21	12.8/22
	FOX 9.3/15	81. True Colors [6.0/11]	75. Parker Lws [6.4/11]	34. In Living Color [13.6/21]	62. Roc [10.1/15]	20. Married/Chdn [15.7/24]	60. Herman's Head [10.6/17]	81. Sunday Comics [6.0/10] 6.5/11	5.4/9

WEEKLY PRIME TIME AVERAGE	ABC 11.0/19	CBS 14.5/25	NBC 12.4/21	FOX 7.8/13
SEASON PRIME TIME AVERAGE	ABC 11.0/19	CBS 14.5/25	NBC 12.4/21	FOX 7.8/13

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING/SHARE RANKING/SHOW [PROGRAM RATING/SHARE] HALF-HOUR RATING/SHARE SOURCE: A.C. NIELSEN

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KTCR(AM)-KOTY(FM) Kennewick-Richland, Wash. □ Sold by I-82 Acquisition Corp. to First Radio West Corp. for $450,000. Terms: $50,000 cash at closing, $25,000 escrow deposit, $65,000 assumption of seller's debt and $310,000 12-year promissory note at 9.5%. **Seller** is headed by W.D. Siegenthaler, and is also licensee of KUTI(AM)-KXDD(FM) Yakima, Wash. Siegenthaler has interests in KSGR(FM)-KCIX(FM) Garden City-Nampa (Boise), Idaho. **Buyer** is headed by Ronald D. Hoon, who is news reporter at KPNX(TV) Mesa (Phoenix), Ariz.; he has no other broadcast interests. KTCR is fulltimer with news-talk format on 1340 khz with 1 kw. KOTY has country format on 106.5 mhz with 100 kw and antenna 1,076 feet. *Broker: Media Services Group Inc.*

KMOW(AM)-KEYI-FM Austin, Tex. □ Sold by Degree Communications Associates III to Pegasus Broadcasting Inc. for $421,936. Terms: $300,000 cash at closing and $121,936 cancellation of promissory note by Degree Communications. **Seller** is headed by Charles Burkhart, who has 16% interest in WANS-AM-FM Anderson, S.C. **Buyer** is headed by Thomas A. Crowley and Paul A. Street, and is owned by General Electric Capital Corp. (100% voting stock), which is licensee of WAPA-TV San Juan, P.R.; WJBF(TV) Augusta, Ga., and KSCH-TV Stockton, Calif. GE Capital's parent, General Electric Corp., owns National Broadcasting Co., which owns and operates six TV's. KMOW is fulltimer with oldies format on 1490 khz with 1 kw. KEYI-FM has AC format on 103.5 mhz with 100 kw and antenna 1,260 feet.

KKLK(FM) San Angelo and KFXJ(FM) Abilene, both Texas □ CP's sold by American Indian Broadcast Group Inc. to Rally Hill Productions Inc. for $335,000 for assumption of seller's debts. **Seller** is headed by Lynwood H. Eaton, who has interests in WCOR(AM) Lebanon, Tenn. **Buyer** is headed by Pamela M. Smith, and has no other broadcast interests. KKLK is allocated to 101.9 mhz with 100 kw and antenna 299 feet above average terrain. KFXJ is allocated to 92.5 mhz with 50 kw and antenna 492 feet above average terrain.

WSFU-FM Union Springs, Ala. □ Sold by Montgomery Christian Radio Inc. to Central Alabama Media Group for $300,000. Station is currently off air. Terms: $50,000 escrow deposit and $250,000 five-year promissory note at 10%. **Seller** is headed by L.E. Willis Sr., who heads Willis Broadcasting Corp., licensee of 12 AM's and 13 FM's; it recently purchased WTZR(FM) Moyock (Chesapeake, Va.), N.C. ("Changing Hands," Sept. 9). **Buyer** is headed by Anthony L. Calhoun (51%) and Todd E. Marable (49%) and has no other broadcast interests. WSFU-FM has contemporary gospel format on 94.1 mhz with 3 kw and antenna 265 feet.

WFOM(AM) Marietta (Atlanta), Ga. □ Sold by WFOM Inc. to Toccoa Falls College Inc. for $300,000 cash. **Seller** is headed by John M. Vander Aa, and is licensee of WCVC(AM) and WSTI-FM Quitman, Ga. **Buyer** is headed by Paul Alford, and is licensee of WCOP(AM) Warner-Robins and WRAF(FM) Toccoa Falls, both Georgia. WFOM is fulltimer with AC format on 1230 khz with 1 kw.

KWBY(AM) Woodburn, Ore. □ Sold by 94 Country Inc. to Donald D. Coss for $300,000 on terms. **Seller** is headed by Clifford A. Zauner, who also has interests in KCKX(AM) Stayton, Ore. **Buyer** has no other broadcast interests. KWBY has classic country/western format on 940 khz with 250 w day and 200 w night.

WIPC(AM) Lake Wales, Fla. □ Sold by Seggi Broadcasting Corp. of Florida Inc. to Cubero Broadcasting Inc. for $275,000. Terms: $30,000 assumption of debt and $245,000 10-year promissory note at 8.25%. **Seller** is headed by Ronald G. Seggi, syndicated radio host; he has no other broadcast interests. **Buyer** is headed by Roberto Cubero, and has no other broadcast interests. WIPC has AC format on 1280 khz with 1 kw day and 500 w night.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ $1,200,000 □ 6

FM's □ $633,500 □ 5

AM-FM's □ $1,096,936 □ 3

TV's □ $0 □ 0

Total □ $1,350,528,045 □ 14

Year to Date:

AM's □ $61,470,979 □ 206

FM's □ $170,241,958 □ 212

AM-FM's □ $192,160,908 □ 150

TV's □ $926,654,200 □ 65

Total □ $1,350,528,045 □ 633

For 1990 total see Jan. 7, 1991 BROADCASTING.

CLOSED!

WCBZ-FM, Bowling Green, Kentucky from **Bahakel Communications**, Cy Bahakel, President to **Donald Alt.**

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Actions

■ **KMFI(AM) Sierra Vista, AZ** (BAL910710EF: 1470 khz; 2.5 kw-D, 39 w-N)—Granted assignment of license from Sierra-Pacific Broadcasters Ltd. to Blue Horizon Investments Inc. for $310,000. **Seller** is headed by Alan R. Solot, trustee; Sierra-Pacific is headed by Edward P. Bolding, and is licensee of KZMK(FM) Bisbee, AZ. **Buyer** is headed by William S. and Valta E. Yarbrough, husband and wife (51% and 49%, respectively), and has no other broadcast interests. Action Sept. 16.

■ **KRDG(AM) Redding, CA** (BAL910710EG: 1330 khz; 5 kw-D)—Granted assignment of license from Prather Breck Broadcasting Inc. of Redding to Educational Media Foundation Inc. for $46,000. **Seller** is headed by Jeffrey D. Prather, and has interest in KEWB(FM) Anderson, CA. **Buyer** is headed by K. Richard Jenkins, and is licensee of KLVR(FM) Santa Rosa, CA; permittee of KZEF(AM) Tigard, OR, and licensee of five FM translators. Action Sept. 12.

■ **KALI(AM) San Gabriel, CA** (BTC910716EC: 1430 khz; 5 kw-U)—Granted transfer of control as result of merger between parent company United Broadcasting Co.'s majority shareholder Sovran Bank and C&S Bank; no material changes will occur at United Broadcasting. Licensee stations are WKDM(AM) New York; KSOL(FM) San Mateo (San Francisco), CA; WINX(AM)-WJZE(FM) Rockville (Washington), MD-Washington; WYST-AM-FM Baltimore, and WJMO-AM-FM Cleveland Heights, OH (see individual stations below). Action Sept. 16.

■ **KSOL(FM) San Mateo (San Francisco), CA** (BTCH910716EA: 107.7 mhz; 8.9 kw; ant. 1,162 ft.)—Granted transfer of control of parent company United Broadcasting Co. (see KALI[AM] San Gabriel, CA, above). Action Sept. 16.

■ **WCUM(AM) Bridgeport, CT** (BTC910607EF: 1450 khz; 1 kw-U)—Granted transfer of control within Radio Cumbre Broadcasting Inc. for $375,000. **Seller** is Jose C. Lugo, and has no other broadcast interests. **Buyer** is Pablo de Jesus Colon, and has no other broadcast interests. Action Sept. 11.

■ **WLAG(AM) La Grange, GA** (BAL910725EA: 1240 khz; 1 kw-U)—Granted assignment of license from Sterling Entertainment Inc. to K & G Broadcasting Corp. for $215,000. **Seller** is headed by Drew Kaiser, and is affiliated with Sterling Capital, which has interests in cable systems throughout Georgia. **Buyer** is headed by Edward W. Klein III, and has no other broadcast interests. Action Sept. 11.

■ **WERK(AM)-WOKZ(FM) Muncie, IN** (AM: BAL910709EB: 990 khz; 250 w-D; FM: BALH910709HZ: 104.9 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Werk Inc. to American Hometown Radio Corp. for $625,000. **Seller** is headed by James W. Beatty, and has no other broadcast interests. **Buyer** is headed by Christian R. Caggiano, who recently sold WBYR(FM) Van Wert (Ft. Wayne, IN), OH ("Changing Hands," April 8). Action Sept 16.

■ **KILJ-AM-FM Mt. Pleasant, IA** (AM: BTC910801EF: 1130 khz; 250 w-D; FM: BTCH910801EG: 105.5 mhz; 3 kw; ant. 300 ft.)—Granted transfer of control from KILJ Inc. to Mediacomm Inc. for $1.03 million. **Seller** is headed by Paul L. Dennison, and has no other broadcast interests. **Buyer** is headed by Michael L. Stoffregen and John Kuhens. Kuhens and wife Mary S. Kuhens are 11% shareholders of KILJ(AM). Action Sept. 12.

■ **KNHN(AM) Kansas City, KS** (BTC910805ED: 1340 khz; 1 kw-U)—Granted transfer of control from Carol Russell to William R. Johnson and Susan P. Johnson, husband and wife, for $71,600. Russell is 50% shareholder of Greystone Broadcasting Inc., which is 50% general partner of licensee KCBR-AM Ltd. Greystone Broadcasting is also licensee of KUII(AM) Dallas. Johnsons each have 25% interest in Greystone Broadcasting. Agreements have also been executed which, upon FCC approval, would allow Russell to indirectly acquire Johnsons' interests in KUII. Action Sept 16.

■ **WEKY(AM) Richmond, KY** (BAL910729ED: 1340 khz; 1 kw-U)—Granted assignment of license from Radio Richmond Inc. to WEKY Inc. for $201,000. **Seller** is headed by Leonard S. Joyce, and has no other broadcast interests. **Buyer** is headed by Ronald G. Boyd, and has no other broadcast interests. Action Sept. 12.

■ **WYST-AM-FM Baltimore** (AM: BTC910716GE: 1010 khz; 1 kw-D, 26 w-N; FM: BTCH910716GF: 92.3 mhz; 10 kw; ant. 709 ft.)—Granted transfer of control of parent company United Broadcasting Co. (see KALI[AM] San Gabriel, CA, above). Action Sept. 16.

■ **WINX(AM)-WJZE(FM) Rockville (Washington), MD-Washington** (AM: BTC910716ED: 1600 khz; 1 kw-D, 500 w-N; FM: BTCH910716GS: 100.3 kw; 40 kw-H, 38 kw-V; ant. 323 ft.)—Granted transfer of control of parent company United Broadcasting Co. (see KALI[AM] San Gabriel, CA, above). Action Sept. 16.

■ **WLVG(AM) Cambridge** (Boston), MA (BAPL910712EB: 740 khz; 250 w-D, 5 w-N)—Granted assignment of license from J. Christopher Robinson, trustee for Wickus Island Broadcasting Corp., to Robert M. Bittner for $150,000. **Seller** has no other broadcast interests. Action Sept. 12.

■ **WHRC(TV) Norwell, MA** (BTCCT910725KG: ch. 46; 2,937.6 kw-V; 293.76 kw-A; ant. 314 ft.)—Granted transfer of control from Massachusetts Channel 46 Corp. to Two If By Sea Broadcasting Corp. for $900,000. **Seller** is headed by Nikita G. Maggos, who is 51% stockholder of licensee of WRYT(AM) Edwardsville, IL. **Buyer** is headed by Micheal L. Parker, who is president of Reading Broadcasting Inc., licensee of WTVE(TV) Reading, PA; he holds no equity interest in Reading Broadcasting. Action Sept. 11.

■ **KANA(AM) Anaconda, MT** (BAL910603ED: 580 khz; 1 kw-D, 197 w-N)—Dismissed app. of assignment of license from Barry L. Solomon, trustee, to AIREINK Inc. for $106,221. **Seller** has no other broadcast interests. **Buyer** is headed by David R. Fransen (99%), and is licensee of KGLM-FM Anaconda and KDRG(AM)-KDRF(FM) Deer Lodge, both Montana. Action Sept 13.

■ **KBSR(AM) Laurel, MT** (BAL910716EE: 1490 khz; 1 kw-U)—Granted assignment of license from Regency Communications Ltd. Inc. to MCC Communications Inc. for $99,000. **Seller** is headed by George Beaudet, and has no other broadcast interests. **Buyer** is headed by Dale McCarren, news broadcaster for WBBM(AM) Chicago, who has no other broadcast interests. Action Sept. 16.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,987	236	5,223
Commercial FM	4,502	1,013	5,515
Educational FM	1,475	300	1,775
Total Radio	**10,964**	**1,549**	**12,513**
Commercial VHF TV	557	15	572
Commercial UHF TV	570	171	741
Educational VHF TV	124	3	127
Educational UHF TV	232	11	243
■ Total TV	**1,483**	**200**	**1,683**
VHF LPTV	214	148	362
UHF LPTV	711	800	1,511
■ Total LPTV	**925**	**948**	**1,873**
FM translators	1,871	350	2,221
VHF translators	2,698	78	2,776
UHF translators	2,338	396	2,634

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.